

CLAIMS

1. A system for a directing party to simultaneously communicate with a plurality of participants comprising:

a control unit directly controlled by the directing party;

5 a first server in remote communication with said control unit;

a second dialing server in communication with said first server, the second dialing server being configured to simultaneously communicate with the plurality of participants in real-time;

10

wherein said directing party controls the communication with the plurality of participants.

2. The system according to claim 1, wherein said control unit communicates with said first server via the Internet.

15 3. The system according to claim 1, wherein said first server and said second dialing server are combined in a single unit.

4. The system according to claim 1, wherein said second dialing server communicates with the plurality of participants via a Public Switched Telephone Network (PSTN) to any of a group of communication devices associated with the participants including land line telephones, personal computers, cellular

20 telephones, facsimile machines, and cable TV.

5. The system according to claim 1, wherein said dialing server is configured to communicate with any combination of participants and

communication devices via any of a group of communication protocols including interactive television, cable or satellite.

6. The system according to claim 1, wherein said first server comprises a scheduler for allocating time slots available for communication via said second
5 dialing server.

7. A method for communicating with a plurality of participants, said method comprising the step of:

a directing party independently controlling the
simultaneous communication with the plurality of participants in
10 real-time.

8. The method according to claim 7, wherein said step of independently controlling comprises the steps of:

initiating the simultaneous communication; and
analyzing the responses of the plurality of participants to
15 said simultaneous communication.

9. The method according to claim 8, wherein said step of independently controlling comprises the step of:

terminating the simultaneous communication after an
analysis of the responses from a percentage of the plurality of
20 participants.

10. The method according to claim 7, wherein said simultaneous communication comprises any of a group of services including polling,

consumer surveys, sending messages, sending alerts and conducting interviews.

11. The method according to claim 8, wherein said step of initiating comprises the steps of:

5 preparing a distribution list associated with said plurality of participants;

 filtering said distribution list in accordance with the type of communication being conducted;

 constructing a script associated with the type of
10 communication being conducted; and

 distributing the script to the filtered distribution list.

12. The method according to claim 11, wherein said distribution list comprises any of a group of lists including telephone numbers, email addresses, account numbers and cable IDs.

15 13. The method according to claim 11, wherein said step of constructing a script comprises the step of defining and recording any of a group of elements including messages, questions and possible alternative answers to said questions.

 14. The method according to claim 11, wherein said step of constructing a
20 script comprises the step of permitting the plurality of participants to transfer to a human resource for specific interactive discussions.

15. The method according to claim 13, wherein said step of defining and recording comprises the step of allowing the plurality of participants to submit

their responses to said questions in any of a group of communication methods including DTMF, SMS, voice and via interactive television.

16. The method according to claim 8, wherein said step of initiating comprises the steps of:

- 5 defining the time period to be associated with the communication; and
- defining the recurrence interval of the communication.

17. The method according to claim 7, further comprising the step of determining the availability and cost of the service to be provided.

10 18. The method according to claim 17, wherein said step of determining comprises the steps of:

- determining the telephony resources available;
- calculating the length of each call; and
- determining the number of telephones required for the
- 15 service, based on the length of each call and the size of the distribution list.

19. The method according to claim 19, wherein said step of determining comprises the step of:

- the directing party allocating a level of priority to the
- 20 communication.

20. The method according to claim 19, wherein said step of determining further comprising the steps of:

the system denying the service due to shortage of resources available at the time period requested; and

the directing party rescheduling the time period for the communication in accordance with the telephony resources available and level of priority.

21. The method according to claim 19, wherein said step of determining comprises the step of:

comparing the cost of the communication with the credit available to the client.

22. The method according to claim 21, wherein said step of determining further comprises the step of:

requesting additional credit to cover the cost of the communication or denying the service if not enough credit is available.

23. The method according to claim 8, wherein said step of analyzing the responses comprises the steps of:

analyzing the participants input;

preparing a report; and

transmitting the report in real time to the directing party.

24. The method according to claim 23, wherein said report may comprise any of a group of reporting formats including lists, graphs and charts

25. The method according to claim 8, wherein said step of initiating comprises the steps of:

allocating a time slot for a plurality of callers to dial a
dedicated number;

preparing and recording a script; and

playing said script to said plurality of callers.

- 5 26. The method according to claim 25, wherein said step of initiating comprises the step of permitting the plurality of callers to transfer to a human resource for specific interactive discussions.